



## Press Release

Hamburg, 26. October 2015

### **Plus sizes for great women: 'Style | Plus' and the SOULFULLY blog**

**'Style | Plus' is the new communications umbrella under which OTTO will in future offer trends and styles for great women beyond size 42. Support will be provided by the SOULFULLY blog, which has evolved to become the centre of the plus-size scene since its launch in March. With gentle mockery and their feet firmly on the ground, the bloggers advocate an expansion of conventional beauty standards, promoting feminine confidence and a self-assured public presence.**

More than half of all women in Germany wear clothing sizes 44 and above, so plus-size fashion is by no means a niche topic. Nevertheless, an OTTO survey shows that many customers cannot find a satisfying product range online; they especially miss brand variety and current trends. Under its new communication umbrella 'Style | Plus', OTTO demonstrates that fashion does not end at a particular size. The new SOULFULLY blog provides a communication platform for this, since the survey also showed that more than a third of all respondents use blogs to hunt for inspiration on new trends and outfits.

Since March, SOULFULLY has addressed women who wear above a size 42, with its posts serving all aspects of the plus-size scene. A network of six external bloggers report on their lives and their love of fashion. "Soulfully is part of our content marketing activities. Our intention is above all to inspire our target group, and to make them aware of our constantly expanding assortment with many new, exciting brands and styles", says Kerstin Pape, Director of Online Marketing.

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And this approach is paying off: in its brief existence, SOULFULLY has already been nominated for the Digital Communication Award, and it won the Econ Silver Award in Berlin last Thursday. In the 'Digital Media – Social Media' category, the OTTO team, along with the Companions agency, Hamburg, successfully convinced the jury with their communications measures for plus-size topics. "We're delighted and honoured that SOULFULLY has attracted so much interest in recent months, and now in Berlin at the Econ Award", says Dörte Lehne, Online Marketing Manager at OTTO.

SOULFULLY shows the community that it can be what it wants to be, and in particular that fashion can serve it in a sensual, creative and practically implementable way. The blog's credo is that women beyond size 42 should be able to dress in a way that allows them to find their own style and feel comfortable. If they then go looking for suitable outfits and favourite individual pieces to recreate the style, they will find them under 'Style | Plus' in the OTTO assortment.

*Further information about TOPIC is available at [www.otto.de/unternehmen](http://www.otto.de/unternehmen).*

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